

Sustainability: Legacy Plan Development

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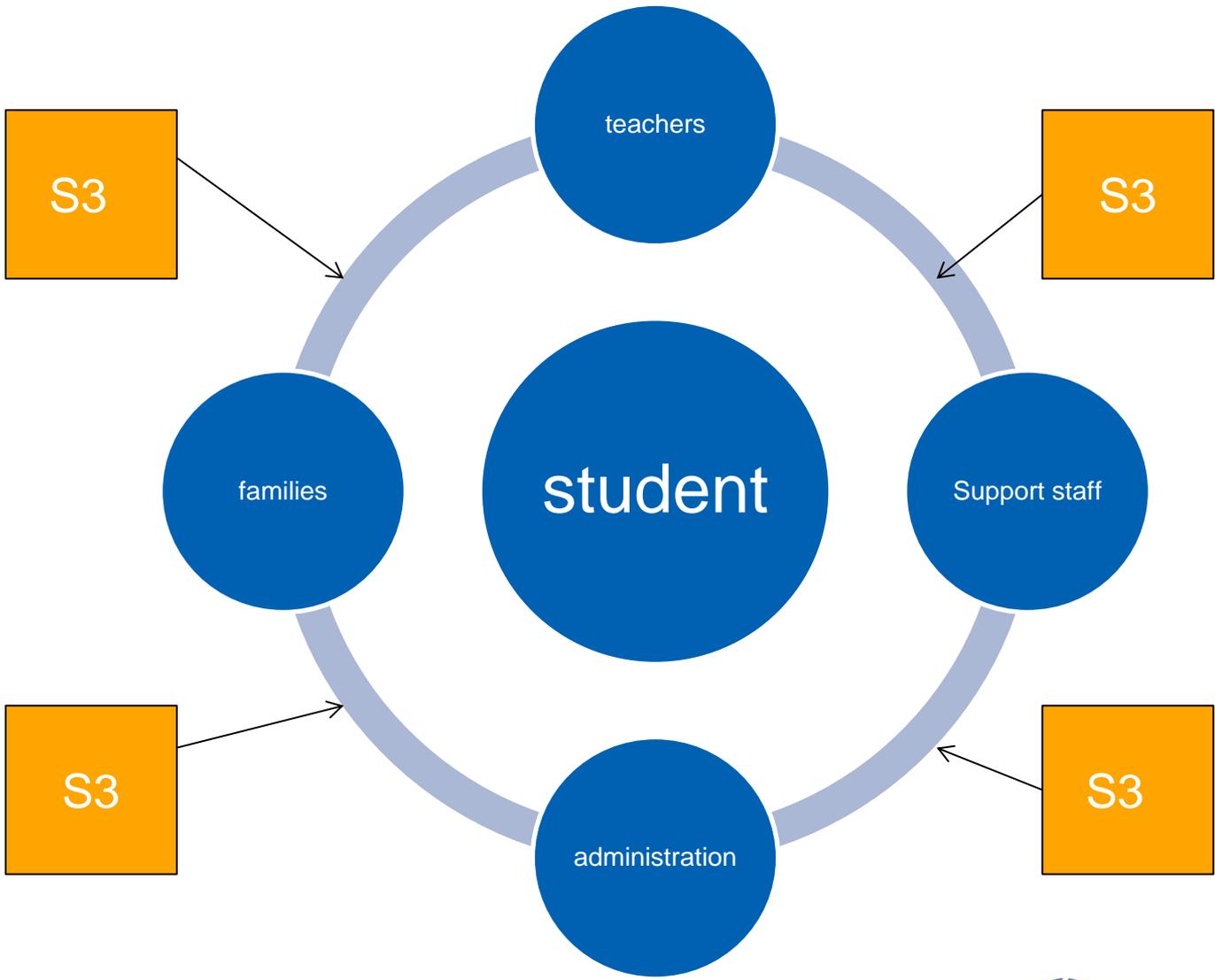
Planning for sustainability means



- Being intentional about examining what it takes to sustain your work +
- Grounding efforts in what you've already done +
- Developing a sustainability action plan +
- Building necessary capacities +
- Strengthening initiative characteristics +
- Strengthening organizational structures +
- Routinizing certain practices =

Increased chances of sustainability success.

Sustainability planning (ideally 12-18 months before end of funding cycle)



The purpose of sustainability planning



- **To help you determine what programs/activities are already in place that serve children (at the universal, selected, and targeted levels)**
 - Then identify the functions of that programs/activities
 - Then understand how well they're working
- **To identify any potential gaps**
 - Then determine what needs to be done – should gaps be filled or activities let go?
- **Figure out how to communicate with each agency/partner how they benefit from their involvement in the initiative**
- **Based on what's working, plan strategies to sustain successful programs**
- **Develop a sustainability action plan**
 - What happens in the next 3-4 months? What happens in the next 3-4 years?



- **More initial stakeholder understanding of the **WHY** of a school climate initiative**
- **The need for understanding system change vs. personal change and the steps involved in supporting that**
- **Integrating this initiative, its goals and outcomes with existing frameworks within schools**
- **Foundation discussions about school's role in all of this**
- **More teacher training and support for developing caring relationships, caring classrooms and positive discipline**
- **More frequent in-school communication about the cumulative impact of team-initiated activities**
- **Greater focus on connecting initiative outputs to student academic outcomes...marketing!**



“Social marketing is the use of commercial marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups, or society as a whole.”

- Kotler, Roberto & Lee, *Social Marketing*, 2002



- **Builds on the concepts of commercial marketing**
- **Measures success around behavior change:**
 - Strengthening school connectedness
 - Strengthening parental engagement with school
 - Preventing bullying
 - Reducing truancy
 - Improving academic achievement



How improved school climate positively impacts:

- Physical and emotional safety for all
- Academic outcomes
 - Students' ability to learn
 - Teachers' ability to learn
- Human relationships
- School connectedness



Benefits of improved school climate:

- Improved test scores
- Improved school safety
- Improved student attendance
- Reduced drop-out rate
- Improved working environment (student-teacher and peer relationships)
- Higher rates of teacher satisfaction

So how do you think strategically?



It's as easy as 1-2-3-4:

- 1.Goal:** What do we want our audience to do?
- 2.Audiences:** Who must we reach to help us meet our goals?
- 3.Messages:** What do audiences need to hear to persuade them to change?
- 4.Delivery:** How (and how often) do they need to hear our message?

Jean Synodinos, Technical Specialist, ICF Macro

Who do you need to reach?

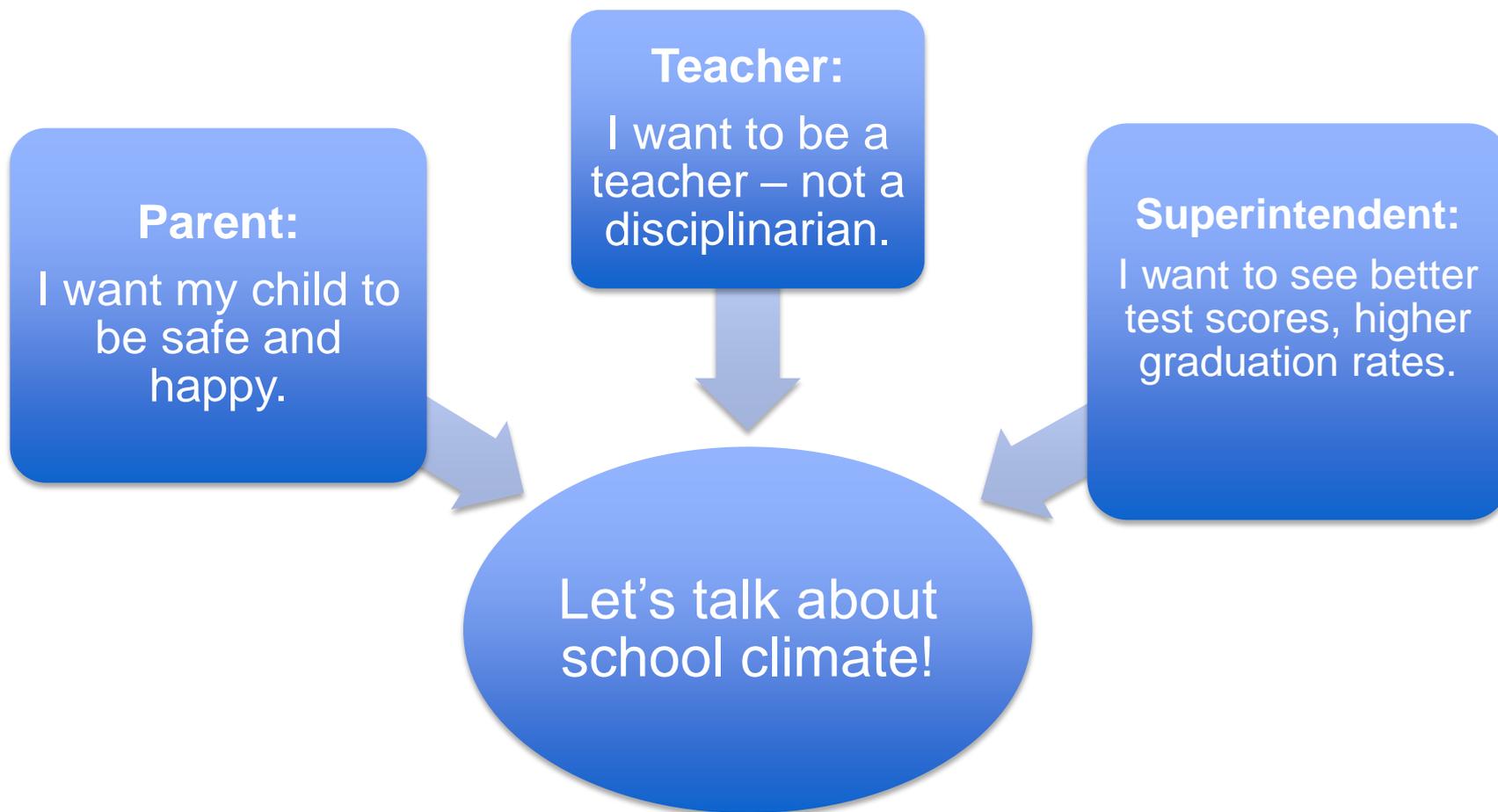


We learn about our **target audiences** before we reach out to them.

What are their:

- Values and beliefs?
- Challenges or problems?
- Trusted sources of information?
- Data needs?

Connecting the dots for everyone



Putting it all together



- **Communications/social marketing supports school climate.**
- **Audiences are at the heart of all communication efforts.**
- **Audiences will always ask “What’s in it for me?”**
- **It’s not what we *want* them to hear – it’s what they’re *able* to hear. Build upon shared values first.**
- **Connect our audiences’ problems to our solution (school climate).**
- **Deliver our message more than once and in the many ways that will resonate with our audiences.**
- **Appeal to minds (quantitative data) and hearts (qualitative data, stories, images).**
- **Present data based on audience’s ability to understand it.**

Recall the sustainability definition



The process of building and ensuring adaptive strategies, programs, organizations, and initiatives that all have the capacity to transform school climate.

Sustainability is:

- More than money
- Grounded in what you're already doing.
- Being receptive and adaptable to change, not maintaining the status quo.
- An ongoing process, not a one-time event.
- Intentional, requiring action planning that rolls out over time.
- Fully integrated into everyday operations.
- Beneficial to stakeholders.



Your team will work on:

1. Assessing where you are right now to help reveal:

- The successes to sustain
- What to let go of

2. Developing a sustainability action plan

3. Finishing and implementing the plan when you get home

4. Evaluating the plan's effectiveness

5. Reassessing/improving the plan

6. Working with LEAs on their sustainability plans, too

Let's start with some conversation



- 1. What were your original goals when you started?**
- 2. What have your outcomes been?**
- 3. What are the big take-aways from your work over the last 3 years?**
- 4. What's working and going well?**
- 5. What are the continuing big challenges?**
- 6. As you begin to look at the upcoming year, what do you see as your major focus areas?**

So what will you be trying to sustain?



- **What's working.**
- **Specific characteristics of the S3 initiative that contribute to sustainability.**
- **The functions and responsibilities of participating organizations (i.e., the infrastructure).**
- **Certain capacities and practices needed to institutionalize sustainability actions.**



- **How do you begin to transition your work?**
- **How do you begin to integrate your work?**
- **In the short term, what will you need to do in the next 3-4 months?**
- **In the long term, what will you need to do in the next 12-18 months?**
- **Who will own the work that needs to be sustained?**

Remember our goals....



Goal 1: Strengthen initiative characteristics

Goal 2: Strengthen infrastructure

Goal 3: Routinize key initiative practices

What have you already done that counts?



Benchmark work has laid the foundation for sustainability:

- **Forming teams, and then developing vision, goals, and plans**
- **Assessing readiness, needs, resources and capacities**
- **Developing shared understanding among planners and stakeholders**
- **Developing the infrastructure to support your initiative**
- **Developing dissemination and communication activities**
- **Developing resource plans**
- **If you've been able to, thinking about sustainability already**



In your packets is a set of materials to use your teams now for your sustainability planning.